

PREPARED BY

HAROLD CABOT & CO. INC.

Advertising

W.L. Douglas Shoe Co.

Job Order #A-3596

Yale

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What's afoot this ^{WINTER?} ~~fall~~? Well, men, keep your eyes peeled as you stroll to and from classes and you'll notice that rugged, casual, moccasin-type shoes are among the most popular things afoot on the campus! They're perfect with brown tweeds and bright plaid wool argyle socks. And you'll find a complete selection of these and other popular ~~fall~~ Winter style-leaders at your W.L. Douglas Shoe Store, One twenty Church Street...Telephone 8-0409. Douglas Shoes are fine shoes...made of top-quality, selected leathers by master craftsmen...and shaped over lasts that fit every curve of your foot! Priced from nine forty-five to twelve fifty! For more comfort...longer service...buy W.L. Douglas Shoes!

APPROVED BY mmv

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